**Logo Design Brief**

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**Business Name:** Wagmore Dog Co.

**About the Business**

Wagmore Dog Co. is a modern dog walking business focused on providing reliable, friendly, and high-quality care for dogs. Our brand should feel approachable and fun, while still being professional and trustworthy.

**Objective**

We are looking for a logo that clearly represents a dog-based business and is instantly recognisable to the public. The logo should be versatile, timeless, and work seamlessly across both digital and physical applications.

**Style & Tone**

* **Simple and minimal** – clean lines, uncluttered design
* **Modern and fun** – playful without being childish
* **Professional** – suitable for use in business contexts
* **Dog-related** – the connection to dogs should be obvious at a glance

**Design Preferences**

* The logo should feature **dog-related elements** (e.g. a dog silhouette, tail, paw, leash, or abstract dog form)
* Avoid overly detailed illustrations; simplicity is key
* The design should work well as both an **icon and a full logo with text**

**Colour Palette**

* Primarily black and white
* We are open to the use of different tones or gradients of black/charcoal/grey to create subtle contrast
* This may be used, for example, to visually distinguish “Wag” and “More” within the name
* No bright colours or multi-colour palettes
* The logo should remain strong and legible in pure black or pure white when required

**Typography**

We are open to different typographic treatments of the name Wagmore, including:

* **Capital W only (Wagmore)**
* **Capital W and M (WagMore)**
* **All lowercase (wagmore)**

Designers are encouraged to explore which option best supports a modern, minimal, and approachable brand identity

Legibility and balance across all applications should remain a priority

* Clean, modern typography
* Easy to read at all sizes
* Can be custom or modified, but should remain minimal and friendly

**Usage**

The logo will be used across a wide range of platforms, including:

* Website and email
* Social media
* Clothing and uniforms
* Transport (e.g. vans, cars)
* Printed materials

Because of this, the logo must be **scalable, legible, and strong enough to stand alone** in various sizes and formats.

**Final Deliverables**

* Primary logo (black and white versions)
* Icon or mark version suitable for small spaces
* Files suitable for both digital and print use